



Media release
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Leading economic commentators take Selwyn workshop

Two top economic commentators from Lincoln University will provide local, regional and international context for doing business in 2012 in a workshop entitled **Navigating the New Normal** in Rolleston on Tuesday, 31 January.

Caroline Saunders is the Professor of Trade and Environmental Economics and Director at Lincoln University's Agribusiness and Economics Research Unit (AERU), one of New Zealand's top Economic Research Units. Professor Saunders' current research includes evaluating trade and the environment including assessment of international market policies and their impact on development. Paul Dalziel is Professor of Economics and AERU Deputy Director specialising in regional economic development.

Hosted by the Selwyn District Council BizServices Team, the economists will provide an overview of global trading; what can be expected in terms of markets, capital availability and costs and how that impacts at the local level. They will also discuss the business impact of the Greater Christchurch rebuild, followed by a 2012 planning workshop.

"The additional planning workshop will be an immediate opportunity to apply economic information from the talk to your specific business," said Professor Saunders. "You can't beat the detailed operational knowledge and expertise of business owners, but the talk aims to give them a head start as they navigate the 'new normal' of 2012."

The Council BizServices Team host business workshops and networking functions throughout the year.

"Selwyn as a district performed well last year with unemployment down and economic growth activity like building consents and electricity usage increasing compared to 2010,"

Economic Development Officer Claire Bryant says. “But we’re pleased to host this workshop knowing that Selwyn businesses are facing many different circumstances in the New Year, ranging from new firm start-ups to firms struggling with changed markets to firms who have doubled staff to respond to demand. With everything that is going on, planning can help manage uncertainty and keep us on-track.”

Navigating the New Normal workshop runs from 3.30pm to 6.30pm on Tuesday 31 January and includes a networking function held in the Council chambers at 2 Norman Kirk Drive in Rolleston. The talk/networking finishes at 4.30pm and the planning workshop at 6.30pm. To register for either or both, or for more information, email btadvisor@selwyn.govt.nz.

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